

WHAT IS CLAIMED IS:

1. A method for assessing content management within an organization, comprising:
 - identifying business critical information across processes and groups within the organization, wherein business critical information comprises information stored in the form of web content, electronic documents, paper documents and digital media and unrecorded information;
 - identifying transactions between users within the organization which are associated with the business critical information;
 - identifying major value chain processes within the organization for managing the business critical information and their associated transactions;
 - analyzing the role and flow of the business critical information and their associated transactions within the major value chain processes across organizational groups within the organization to develop a set of modifications to the major value chain processes for achieving an optimized flow;
 - measuring the flow of the business critical information and their associated transactions through the major value chain processes across the organizational groups within the organization to determine a baseline flow for the business critical information; and
 - modifying the major value chain processes in accordance with the set of developed modifications and measuring the flow of the business critical information and their associated transactions through the modified major value chain processes until the optimized flow has been achieved.
2. The method of claim 1, further comprising: recording the identified unrecorded information.
3. The method of claim 1, wherein the step of analyzing the role and flow of the business critical information and their associated transactions includes pinpointing problems in which business critical information, knowledge and processed combine to affect key business performance indicators.

4. The method of claim 1, wherein the identifying steps comprise using a workbook with an ordered set of templates for gathering each of business critical information, associated transactions, and major value chain processes.

5. The method of claim 1, wherein the step of analyzing the role and flow of the business critical information and their associated transactions includes developing a set of metrics for measuring the flow of the business critical information and their associated transactions through the major value chain processes across the organizational groups within the organization.

6. The method of claim 1, further comprising defining a business service within the organization which uses business critical information in a defined way.

7. The method of claim 6, wherein the defining the business service step comprises defining an executive assessment for identifying areas within the organization where solving document, content and knowledge issues could provide major benefits..

8. The method of claim 6, wherein the defining the business service step comprises defining a content strategy for identifying and managing content-related initiatives across the organization.

9. The method of claim 6, wherein the defining the business service step comprises defining a knowledge and work practice assessment for identifying critical and competitive factors within the organization.

10. The method of claim 6, wherein the defining the business service step comprises defining a business case for developing a cost-benefit justification of a proposed content improvement initiative.

11. The method of claim 6, wherein the defining the business service step comprises defining a requirements analysis and specification for process innovation for the organization.

12. The method of claim 6, wherein the defining the business service step comprises defining requirements analysis and specification for solution development for the enterprise.

13. The method of claim 6, wherein the defining the business service step comprises defining two or more of the following for the business: a content strategy, a knowledge and work practice assessment, a business case, a requirements analysis and specification for process innovation and a requirements analysis and specification for solution development.

14. A system for assessing content management within an organization, comprising:

- means for identifying business critical information across processes and groups within the organization, wherein business critical information comprises information stored in the form of web content, electronic documents, paper documents and digital media and unrecorded information;
- means for identifying transactions within the organization which are associated with the business critical information;
- identifying major value chain processes within the organization for managing the business critical information and their associated transactions;
- means for analyzing the role and flow of the business critical information and their associated transactions within the major value chain processes across organizational groups within the organization to develop a set of modifications to the major value chain processes for achieving an optimized flow;
- means for measuring the flow of the business critical information and their associated transactions through the major value chain processes across the organizational groups within the organization to determine a baseline flow for the business critical information; and
- means for modifying the major value chain processes in accordance with the set of developed modifications and measuring the flow of the business critical information and their

associated transactions through the modified major value chain processes until the optimized flow has been achieved.